



The Arizona Office of Tourism
2014 Target Cities Flowchart
11/13/14

OFF MADISON AVE

Year	2015																			
Month	October				November				December				January				February		March	
Week	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9
Television																				
Comcast Seattle																				
Total Spots: 2116x :30 Spots																				
Networks: AMC, ABC Family, CNBC, ESPN, Golf Channel, HGTV, Lifetime, NFL Network																				
Out of Home																				
Brite Media																				
Market: Seattle																				
Flight: 11/3/14-11/30/14																				
CBS Outdoor																				
Market: Chicago																				
Flight: 4 weeks																				
Clear Channel																				
Market: Chicago																				
Flight: 4 weeks																				
Clear Channel - Randolph St																				
Flight Dates: 10/6 - 11/2																				
Description: Randolph St. 1 ft E/O Canal St NS																				
Facing: East																				
Size: 19'6" x 48'																				
Clear Channel - Monroe St																				
Flight Dates: 10/20 - 11/16																				
Description: Monroe St. 150 ft E/O Des Plaines AV SS																				
Facing: West																				
Size: 40' x 100'																				
Facing: North																				
Size: 40' x 78'4"																				
Grandesign Media Services																				
Market: Chicago																				
Flight: 4 Weeks																				
Execution: Station Domination - Fullerton Station with Coffee Inclusion Add On																				
Description:																				
Media Space: Fullerton Station January for 4/weeks																				
Production: All Domination elements as proposed																				
Experiential: Heaters for heating room sponsorship																				
Fabrication of additional build-out elements																				
Brand Ambassadors																				
Market: Chicago																				
Flight: 4 Weekends																				
Execution: Video Projections																				
Market: Seattle																				
Flight: 4 Weekends																				
Execution: Video Projections																				
Estimated Impressions:																				
Market: Seattle																				
Flight: 11/22-11/26																				
Execution: Static Umbrella Execution at Pike Place Mall																				
Execution: Bike Brigade (University Village & Husky Stadium, South Lake - Amazon Campus, Bellevue - HQ for Microsoft)																				
Estimated Impressions:																				
Execution: Brand Ambassadors on Foot (Pike Place, Century Field - Cardinals vs. Seahawks, SODO, Seattle Marathon Route)																				
Estimated Impressions:																				
Market: Chicago, Phoenix																				
Flight: TBD																				
Execution: Airstream Buildout and Traveling																				
Monster Media																				
Market: Seattle																				
Flight: 4 Weeks																				



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Execution: Interactive Airport Kiosks																											
Online																											
Centro																											
ChicagoTribune.com																											
Targeting: Travel Section Front Sponsorship																											
Flight Dates: 1 Day 100% SOV (7); running 11/11, 11/12, 11/14, 11/17, 11/19, 11/20, 11/21																											
ChicagoTribune.com																											
Targeting: News Section Front Sponsorship																											
Flight Dates: 1 Day 100% SOV (1); running 11/13																											
ChicagoTribune.com																											
Targeting: Entertainment Section Front Sponsorship																											
Flight Dates: 1 Day 100% SOV (4); running 11/10, 11/12, 11/17, 11/18																											
ADDED VALUE: ChicagoTribune.com																											
Targeting: ROS																											
Flight Dates: 11/1/14 - 11/30/14																											
NBCChicago.com																											
Targeting: 100% SOV Homepage Roadblock																											
Flight Dates: 1 day (3); running 11/18, 11/20, 11/21																											
NBCChicago.com																											
Targeting: 100% SOV NEWS Homepage Roadblock																											
Flight Dates: 1 day (1); running 11/13																											
NBCChicago.com																											
Targeting: ROS Interstitial																											
Flight Dates: 11/1/14 - 11/30/14																											
ADDED VALUE: NBCChicago.com																											
Targeting: ROS																											
Flight Dates: 11/1/14 - 11/30/14																											
SeattleP-I.com																											
Targeting: Local News Reskin Roadblock 100%SOV																											
Flight Dates: 11/6																											
SeattleP-I.com																											
Targeting: Local News SBB w/ Pencil Leave Behind 100%SOV																											
Flight Dates: 11/12																											
SeattleP-I.com																											
Targeting: Audience Targeting_"A30-55, \$100k+ HHI"																											
Flight Dates: 11/1/14 - 11/30/14																											
SeattleP-I.com																											
Targeting: Audience Targeting_"A30-55, \$100k+ HHI"																											
Flight Dates: 11/1/14 - 11/30/14																											
SeattleP-I.com																											
Targeting: Audience Targeting_"In-Market/Travel/Vacation Packages"																											
Flight Dates: 11/1/14 - 11/30/14																											
SeattleTimes.com																											
Targeting: Travel Interstitial One Week Frequency Capped; running 11/3-11/9																											
Flight Dates: one week																											
SeattleTimes.com																											
Targeting: Entertainment Interstitial One Week Frequency Capped; running 11/10-11/16																											
Flight Dates: one week																											
Hulu																											
Video Commercial																											



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Targeting: Geo: Seattle, Chicago; 30+; PC only Flight Dates: 10/1/14 - 11/30/14																												
Companion Banner Targeting: Geo: Seattle, Chicago; 30+; PC only Flight Dates: 10/1/14 - 11/30/14																												
Bonus Video Commercial Targeting: Geo: Seattle, Chicago; 30+; PC only Flight Dates: 10/1/14 - 11/30/14																												
Bonus Companion Banner Targeting: Geo: Seattle, Chicago; 30+; PC only Flight Dates: 10/1/14 - 11/30/14																												
MediaShift																												
Chicago and Seattle Flights 100% SOV Targeting: Targeting flight routes departing from Seattle Flight Dates: 10/1/14 - 11/30/14																												
Pandora																												
Mobile Streaming Radio Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Mobile Tile Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Mobile Companion Banner Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Web Streaming Radio Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Web Tile Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Web Companion Banner Targeting: Geo: Seattle, Chicago; 35-55 Flight Dates: 10/1/14 - 11/30/14																												
Solve Media																												
Solve Media Display TYPE-IN Ads Targeting: Contextual, Demo, Behavioral, and Geo Seattle and Chicago Flight Dates: 11/1/14 - 11/30/14																												
Travelzoo																												
Dedicated Email Targeting: Geo Seattle Flight Dates: October TBD																												
Verve																												
Retarget people who have visited Arizona in the past 6 months Targeting: Retargeting; Geo Seattle, and Chicago DMAs Flight Dates: 10/1/14 - 11/30/14																												
Custom AOT Consumer Segment Vacation Travelers Targeting: Audience Targeting; Geo Seattle, and Chicago DMAs Flight Dates: 10/1/14 - 11/30/14																												



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ADDED VALUE: Custom AOT Consumer Segment Vacation Travelers Targeting: Retargeting; Geo Seattle, and Chicago DMAs Flight Dates: 10/1/14 - 11/30/14																											
ADDED VALUE: Custom Creative Production Targeting: N/A Flight Dates: 10/1/14 - 11/30/14																											
YuMe																											
Connected TV Pre-roll Video Targeting: Geo: Seattle, Chicago Flight Dates: 10/1/14 - 11/30/14																											
ADDED VALUE: ROS Pre-roll Targeting: Geo: Seattle, Chicago Flight Dates: 10/1/14 - 11/30/14																											